

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY  
AUGUST 20, 2009**

**1. CALL TO ORDER**

President Lieske called the meeting to order at 7:02 a.m. in the City Council Chambers at 415 Central St. W.

**MEMBERS PRESENT:**

Dietz, Furrer, Duban, Kuchinka, Pierskalla, Smith and Lieske

**MEMBERS ABSENT:**

None

**STAFF PRESENT:**

City Administrator Joel Erickson

**OTHERS PRESENT:**

None

**2. AGENDA**

Lieske asked if anyone had any additions or deletions to the agenda. A motion was made by Duban and seconded by Smith to approve the agenda as presented. Vote for: Furrer, Duban, Dietz, Lieske, Kuchinka, Smith and Pierskalla Against: None Vote 7-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE JULY 15, 2009 REGULAR MEETING**

Lieske asked if anyone had any addition or deletions to the minutes. A motion was made by Duban and seconded by Kuchinka to approve the minutes of the July 15, 2009 regular meeting. Vote for: Furrer, Duban, Lieske, Kuchinka, Dietz, Smith and Pierskalla Against: None Vote 7-0. Motion carried.

**4. APPROVAL OF THE TREASURER'S REPORT**

Erickson reviewed the July 2009 Treasurer's report. He stated the beginning balance, revenues, expenditure and ending balance. Discuss was held on the amount of tax revenue the EDA should receive in 2009 due to budget cuts. The EDA will only receive \$25,000.00 in 2009 from taxes. A motion was made by Dietz and seconded by Duban to approve the July 2009 Treasurer's Report. Vote for: Furrer, Duban, Kuchinka, Lieske, Dietz, Smith and Pierskalla Against: None Vote 7-0. Motion carried.

## **5. OLD BUSINESS**

### **a. Update on Small Cities Development Program Grant**

Erickson said he spoke with Steve Moline of Pettipiece & Associates, Inc. and was informed that six (6) housing rehabilitation applications have been submitted for four (4) projects and only one (1) commercial rehabilitation application had been submitted. Erickson said he would be sending all property owners in the commercial target area a letter about the grant. He said if Lonsdale does not have commitments for the grant funds within six (6) months, the grant funds allocated to Lonsdale can be used by applicants in Montgomery.

### **b. Review of Marketing Inserts**

The Board reviewed the final brochures. There were several grammatical corrects but otherwise, the Board said they looked good. The Board decided to go with the blue plastic folder because it was more durable and the inside of the folder was blue. The Board also decided to put the Lonsdale First logo on the cover of the folder.

### **c. Discuss Ideas for Beginning the “Lonsdale First” Program and Consider Establishing a Taskforce**

The Board discussed the Lonsdale First Program. Specifically, what would the program consist of. The Board discussed if the Lonsdale Chamber needs to be involved to get the word out about the program to local businesses. Ideas discussed included:

1. “Lonsdale Loot” or “Main Street Money”;
2. Instead of “money”, other prizes such as a HDTV, etc.
3. Participants have to be located in Lonsdale, which would include home businesses;
4. Punch cards;
5. Banners as proposed by consultant;
6. Window clings, etc. to make customers aware that the business is a participant in the program;
7. Dollar amount that would need to be spent to qualify for the drawing;
8. Monthly drawings for prizes;

Also discussed was a “finders fee” of \$500.00 to anyone that gets a business to locate in Lonsdale.

## **6. NEW BUSINESS**

### **a. Review the Upcoming Community Ventures Network (CNV) Session – Friday, August 21, 2009**

The Board reviewed the businesses that would be presenting at the next CVN session. Erickson said he would send each business a packet of information as a follow up to the session.

**7. OTHER BUSINESS**

A motion was made by Kuchinka and seconded by Dietz to schedule a work session for Thursday, September 3, 2009 at 7:00 am to discuss the Lonsdale First Program.

Vote for: Furrer, Duban, Kuchinka, Lieske, Dietz, Smith and Pierskalla Against:

None Vote 7-0. Motion carried.

**8. ADJOURNMENT**

A motion was made by Furrer and seconded by Kuchinka to adjourn the meeting.

Vote for: Furrer, Duban, Lieske, Kuchinka, Dietz and Pierskalla Against: None Vote

6-0. Motion carried. The meeting ended at 9:00 a.m.

Respectfully Submitted:

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Joel A. Erickson, City Administrator